## **ABSTRACT**

A method for controlling the feeding of a web substrate into a printing press, in particular a rotary press, the web substrate being fed with a web tension into the printing press and a printing length to be achieved being specified. A current printing length of the printing press is determined. The web tension is varied by varying the length of the web substrate fed during one time interval as a function of the deviation of the current printing length from the printing length to be achieved.